

Rural Outreach and Economic Development

Deliver the Message

*Desired outcomes are
new jobs, retention, savings*

Demonstrate

*Economic Benefits (jobs created)
Employment increase*

Prove

*Jobs are created
Outcomes are positive*

Measure

*Establish a baseline
Measure with a managed structure*

Rural Outreach and Economic Development

Qualities for **RAPID** success:

- Proximity to existing infrastructure
- Apt applications
- Extant programs and funding

Qualities for **COMMUNITY** success:

- Supportive and capable leaders
- Well-developed resources
- Commitment to measurement methods